

RECAP

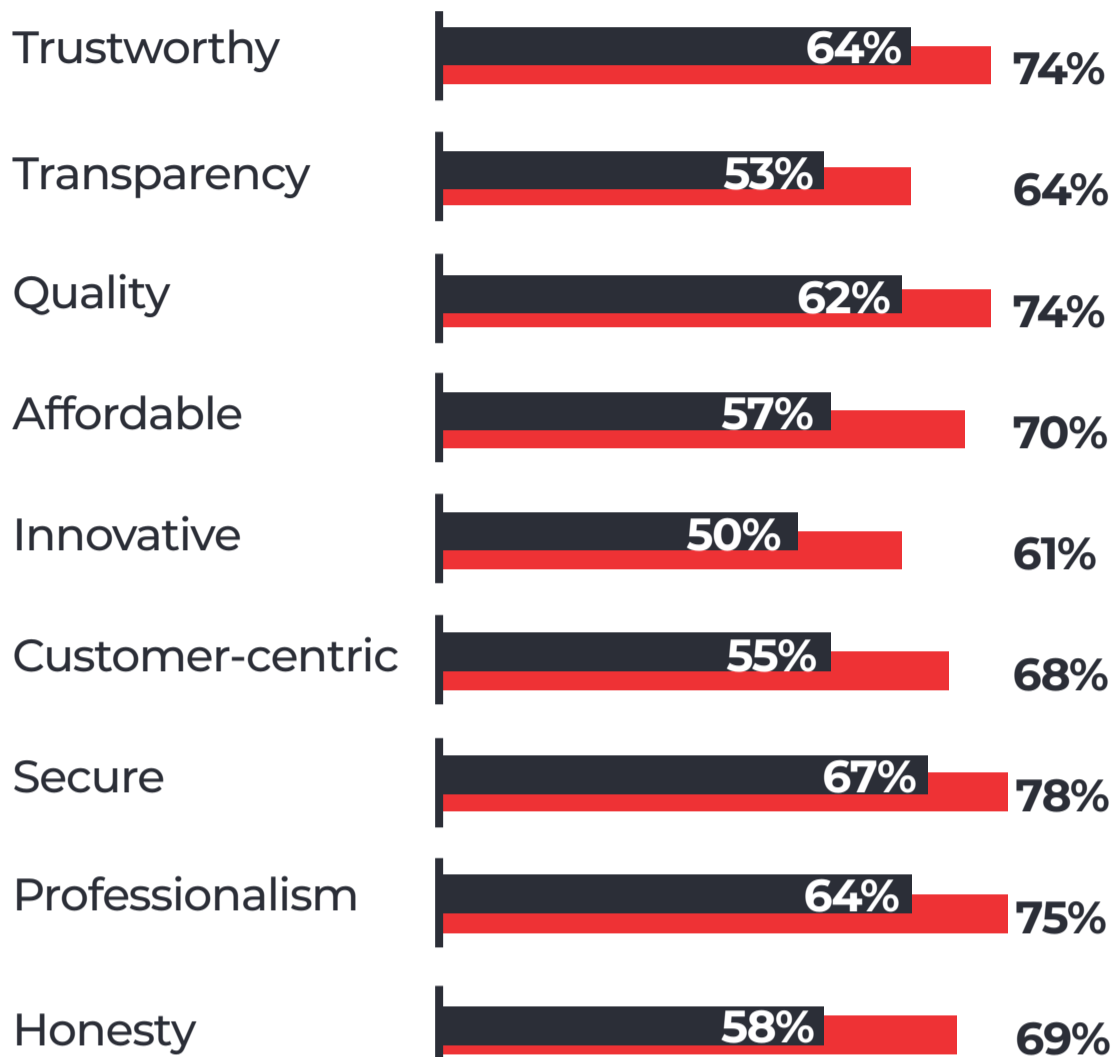
EUROPEAN BANKING STUDY

SCALA 

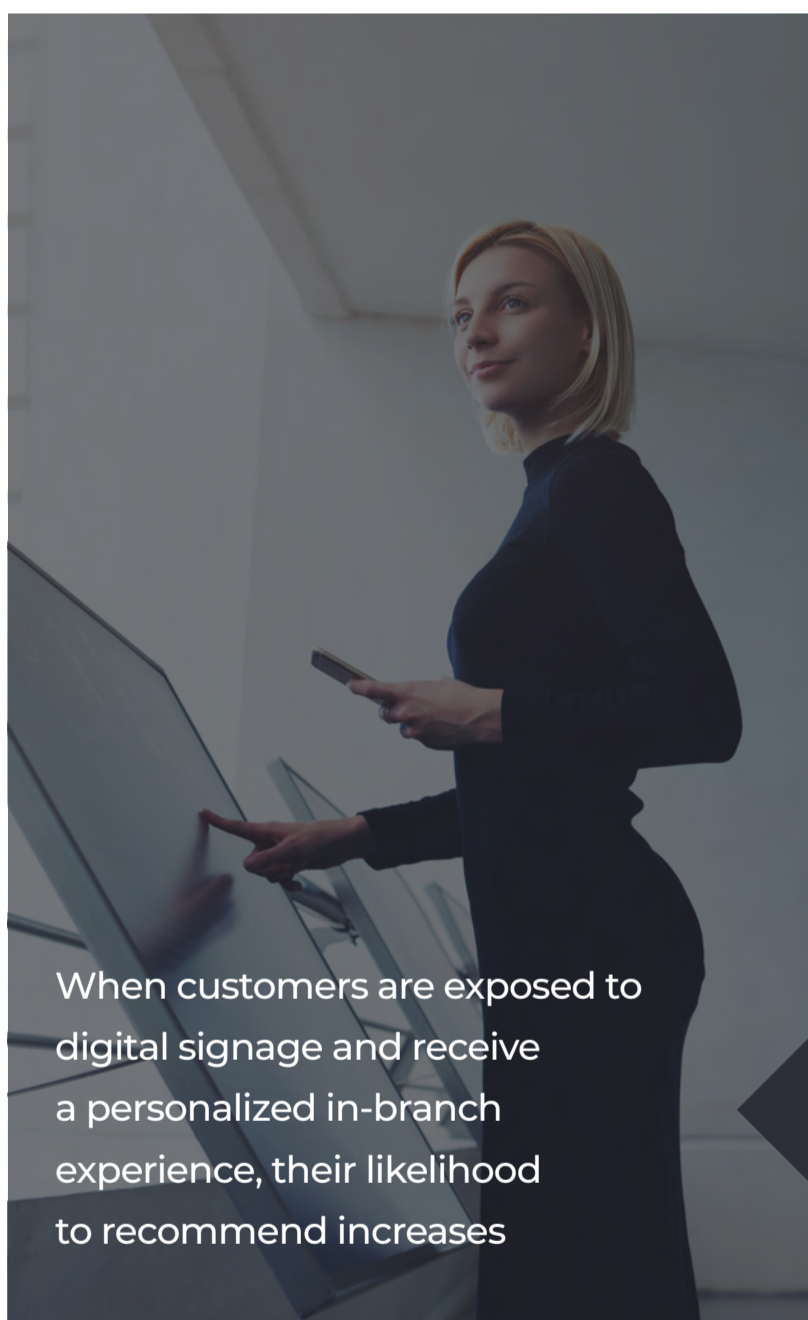
BY THE NUMBERS

Brand reputation with digital signage

*The trustworthy and transparency attribute questions were only asked to Nordic countries and the UK but not Germany



■ Not exposed to Digital Singage ■ Exposed to Digital Singage



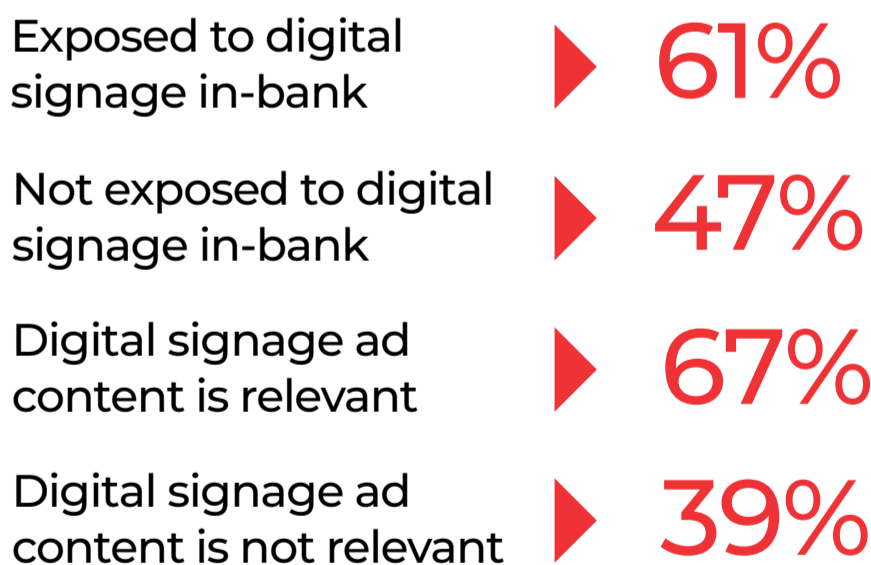
When customers are exposed to digital signage and receive a personalized in-branch experience, their likelihood to recommend increases

10,612 banking customers surveyed online

50+ questions

From 39 of the largest financial institutions across Europe and North America

How likely would you be to recommend your bank to a family member or friend?



Searched online for the products and services displayed on the digital signage



47% 26%

Considered the content relevant Considered the content not to be relevant

Purchased products or services shown on digital signage



65% 33%

Considered the content relevant Considered the content not to be relevant

Asked someone at the bank about products or services displayed on digital signage while in the bank



43% 22%

Considered the content relevant Considered the content not to be relevant

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